

**Commission on Aging
Communications and Community Outreach Committee
Minutes from Meeting 9/12/16**

In attendance

Commission Members: Stephanie Edelstein, Chuck Kauffman, Jerry Morenoff, Barbara Mulitz, Hileia Seeger

Liaison: Austin Heyman, Office of Community Partnerships

Staff: Jennifer Long

Staff report

Jennifer provided an update of County communications activities, including the double page spread in the September *Beacon* and the resource information insert in County property tax bills.

She also reported that Lorraine Driscoll and Stuart Rosenthal are co-chairs of the Age Friendly Communications Workgroup. The workgroup met in July and should be meeting again soon. (Chuck, Austin, and Stephanie attended the July meeting.) Each workgroup's items for the Age Friendly strategic plan are due at the end of September.

Beacon

Future issues will be limited to one full page. Efforts will be made to translate the pages into flyers in other prominent languages, and to distribute those translated versions through community partners. The \$18,000 in the FY15 County budget for communications is intended to cover the cost of publishing the *Beacon* pages. Austin noted that the council appropriated an additional \$10,000 for outreach to diverse communities.

There was discussion about the content of the Beacon pages, including the process for identifying that content and the role of the Commission in the development of content. This would require a production schedule. Some substantive recommendations for future content include:

- Seniors Today reference on page should include a brief list of topics to be addressed in the next show.
- In October issue, include a letter from the County Executive. Barbara described one such letter, drafted by a small ad hoc committee (the Innovative Aging Committee) in cooperation with the County Executive, which lists a variety of resources for older adults.
- Information about identified priority issues: transportation, affordable housing.
- Upcoming events

- Listing of resources, including a tear off sheet for valuable telephone numbers.
- Consider themes connected to the publication month, e.g., adult abuse issues and resources, Older Americans Month.

Barbara reported that the Innovative Aging Committee (which includes Barbara, Odile, Judy Levy, Elinor Ginzler, and Tovah Kasdin), will be meeting later this week. Lorraine will be there, so they can discuss placement of the letter in the Beacon.

Seniors Today

Guests for the September 21 taping include County Executive Leggett, Mort Davis on senior safety (Keeping Seniors Safe), and Leah Bradley from JCA/Interages.

Other discussion

There was discussion about outreach to the business community to enhance its awareness of aging and age friendly issues. That could be a topic for a future meeting.

Chuck proposed convening an Age Friendly event next year, perhaps in May, to raise awareness of age friendly issues, particularly in the business community. There was some discussion of having panels of speakers to discuss issues such as ageism, financing retirement, aging in place. This will be discussed further next month.

There was also discussion of how few CoA members are attending CCO meetings, and the need to identify new co-chairs.

Next steps

- Stephanie and Barbara will draft a letter from the CoA, for Noelle's review, to the Public Information Office, requesting a CoA role in the production of the MC Beacon page.
- We would like to invite Lorraine Driscoll to the October CCO meeting to discuss the Beacon and the AF Communications workgroup.
- We will move the CCO meeting from October 10 to October 13, to avoid the Columbus Day holiday.

Next meeting October 13 at 9:30 am.